



Archetypes in Branding: A Toolkit for Creatives and Strategists

Margaret Hartwell, Joshua C. Chen

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Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. Combined with a companion deck of sixty original archetype cards, this kit will give you a practical tool to:

- Reveal your brand's motivations, how it moves in the world, what its trigger points are and why it attracts certain customers.
- Forge relationships with the myriad stakeholders that affect your business.
- Empower your team to access their creativity and innovate with integrity.

Readers will use this tool over and over again to inform and enliven brand strategy, and to create resonant and authentic communications. For more information visit www.archetypesinbranding.com.

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